

DEVELOPING SERANGAN TOURISM VILLAGE, BALI, INDONESIA

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Editorial.....

It is heartening to note that our journal is able to sustain the enthusiasm and covering various facets of knowledge. It is our hope that IJMER would continue to live up to its fullest expectations savoring the thoughts of the intellectuals associated with its functioning. Our progress is steady and we are in a position now to receive evaluate and publish as many articles as we can. The response from the academicians and scholars is excellent and we are proud to acknowledge this stimulating aspect.

The writers with their rich research experience in the academic fields are contributing excellently and making IJMER march to progress as envisaged. The interdisciplinary topics bring in a spirit of immense participation enabling us to understand the relations in the growing competitive world. Our endeavour will be to keep IJMER as a perfect tool in making all its participants to work to unity with their thoughts and action.

The Editor thanks one and all for their input towards the growth of the **Knowledge Based Society**. All of us together are making continues efforts to make our predictions true in making IJMER, a Journal of Repute

Dr.K.Victor Babu
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DEVELOPING SERANGAN TOURISM VILLAGE, BALI, INDONESIA

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Abstract

Serangan village in Denpasar City, Bali, is a strategic region because it is located between two main tourist destinations that is Nusa Dua and Sanur. The aim of this study is to analyze the tourism potential of Serangan Village, using SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The sampling technique used is purposive sampling is carried out following snowball sampling method. All the data are then descriptively analyzed using SWOT analysis. Based on the research results, Serangan village has the potential to be developed as a tourist destination. The strengths of Serangan village include: potential tourist attraction, accessible to an affordable transportation; the community supports tourism development enthusiastically. The weaknesses: lack of community's awareness on the natural environment preservation and cleanliness, education supporting tourism needs to be improved. Opportunities: the location is very strategic, the interest of local community is enthusiastic to support the tourism development, maritime's tourism development is highly prospective in the future. The challenge is: as width of village is very limited (48 ha), it needs to be well planned efficiently the available area, there are many rivals in the development of similar endeavour. Therefore, it is suggested all related stakeholders to work in synergy defining the direction and implementing tourism development policy of Serangan tourism village in order to be able to compete competitively with other tourist villages particularly in Bali.

Keywords: strategies; tourism development; tourism village; tourist destination.

Introduction

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Serangan Village is one of the famous tourist destinations in the island of Bali-Indonesia by both domestic tourists and foreign tourists. The existence of this area is very strategic because it is located between two major tourist destinations of Nusa Dua tourism area in the south and the tourism area of Sanur in the eastern part. Serangan village is 10 km from the center of Denpasar City, with the distance is about 15 minutes. The area is 524 hectares with details of Desa Adat Serangan covering 48 hectares and Bali Turtle Island Development (BTID) Management belonging an area amount 476 hectares. The right of



ownership of this area is split when the reclamation done by BTID some times ago. Serangan Island has quite a lot of potential development resources, tourism potential and tourist attraction that is very interesting.

Determination of Serangan village as a tourist village by the Mayor of Denpasar through Decree No: 188.45/472/HK/2015 dated March 23, 2015, is interesting thing to study. According to the government this is the best decision because the determination has been studied comprehensively, with the aim to develop the diversification of attractions oriented on improving the welfare of the community, the preservation of cultural arts, and environmentally friendly. But on the other hand the community as the owner and the perpetrators of tourism in Serangan village feel "marginalized" because they feel not to be involved in decision making. Some community leaders in the initial study stated that the determination of Serangan village as a tourist village has not been socialized to the wider community. The community basically does not refuse the stipulation, but it would be nice if it is socialized earlier so there is no misunderstanding and they can prepare integrated steps to participate actively in tourism development. It is realized that the economic base of Serangan village community is the tourism, and industry sectors. Community's livelihoods indicate that 50.37% have tourism-related livelihoods, such as employees engaged in the tourism sector, as well as and industry sectors (Profil Kelurahan Serangan 2016). Therefore, the tourism potential of Serangan village must be conserved and managed professionally to provide optimum benefits for the local community.

Based on the above description, it is necessary to identify the tourism potential of Serangan village to support the development of tourism, both internal and external. In this study the discussion on the existence of tourism potential owned by the village of Serangan in terms of the strengths, weaknesses, opportunities and threats faced in the future, to support tourism development in Serangan village.

Methodology

To obtain data of strengths, weaknesses, opportunities, and threats, a purposive sampling is done followed by a snowball one. The aspects of the strengths, weaknesses, opportunities, and the aspect of the threats they may face are analyzed using the SWOT analysis (strengths, weaknesses, opportunities, threats). According to Rangkuti (2013: 12-20), what is referred to as the SWOT analysis is the way in which various factors are systematically identified in order to formulate a firm's strategy. This analysis is based on the logic that strengths and opportunities can be maximized however, at the same time, weaknesses and threats can also be minimized. This analysis compares the external factors which include opportunities and threats, and the internal factors which include strengths



and weaknesses. In this present study, this analysis can lead to strategies as to reinforce the community in Serangan tourism village (desa wisata).

Results and Discussion

Tourism village can be defined as a rural area that has unique potential and unique tourist attraction, both the form of physical character of the natural environment and socio-cultural life of the community, which are managed and packed in an interesting and natural way with the development of tourist supporting facilities. The tourist village is a form of integration between attractions, accommodation and supporting facilities presented in community life structure that blends with the prevailing rules and traditions (Nuryanti, 1993).

The pattern of tourism village development is expected to include the following principles (Ministry of Culture and Tourism 2001: 1) is not in contrast with the customs or culture of community; physical development to improve the quality of the village environment; pay attention to the element of localization and authenticity; empowering rural tourism communities; and paying attention to the carrying capacity and environmental insight. Putra (2006) mentioned these elements are: having unique tourism and cultural potential, the village location is included in the scope of tourism development area or at least in the route of travel package that has been sold, preferably available manager, trainer and perpetrator tourism actors, art and culture, accessibility and infrastructure that support the village tourism program as well as ensuring security and cleanliness.

The principles of community-based tourism should underlie the development of Serangan tourist village. Development beyond the carrying capacity will have a major impact, not only on the natural environment, but also on the socio-cultural life of the community which will ultimately reduce the attractiveness of the village. Development of Serangan tourist village is part of the implementation of tourism that is directly related to the service, which requires cooperation with various components of tourism organizers namely government, tourism business, and the community as the owner of Serangan tourist village. Erna, et.al. (2018) also mentioned that further development still needs to be endeavored in order for tourism to become sustainable development in Batur-Bali, include: encouraging a positive and fair competition among the providers of tourism product and services; some managerial skill and operational skills need to be enhanced like administration, off and online promotion, tourism product development and delivery. Human resource skill is usually a weakness for small and medium businesses (Haviernikova and Lema (2017).

In the development of tourism sustainable in Serangan tourist village needs to develop the local tourism potential from natural, socio-cultural or economic to contribute the local government, as well as improve the welfare of the community. Alavalapati and Adamowicz (2000); Reid, et al (2004); Gelbman and Timothy (2011); Nunkoo, et al (2012), also Oka and Pugra (2017) mentioned



in the development of tourism needs to develop a model of balance between economic benefits, environmental, socio-cultural, and community empowerment. In the effort of community empowerment, the most important thing that needs to be socialized from the beginning is the tourism activity besides giving positive impact for local community it also has to give direct contribution for environmental conservation as happened in Serangan village. Furthermore Cooper (2011: 121) mentioned there are three pillars that support the development of sustainable tourism, that are economic sustainability, social sustainability, and environmental sustainability. The purpose of sustainable tourism development is tourism activities to be enjoyed by future generations.

Strength is something belonged by Serangan village makes it feasible to develop to be developed to be a famous tourist destination in the future. In this case, the strength is tourism potentials which should be maintained by the local community. As far as the Serangan village has the following strengths.

- a. Having natural tourist attractions (turtle conservation, marine tourism, mangrove tourism) that feasible to be developed as a tourism education for community;
- b. Having cultural tourist attractions (Sakenan temple, Dalem Cemara temple, Telek dance, traditional cultural);
- c. Having a special interest attraction of making crafts souvenirs from shell materials;
- d. The infrastructure especially for transportation access to Serangan village is easy to reach;
- e. The Serangan community is enthusiastic to support tourism development in the village because they realize their lives are highly dependent on tourism activities. This is in line with Cole (2012) research, which stated that the Balinese community is 80% dependent on tourism activities.

Beside that in the research of Oka, et al (2018) stated also that the Serangan village is very potential to be developed into a tourism village because it has a unique tourist attraction to support the development of tourism, namely: natural tourist attraction (Pura Sakenan, Pura Dalem Cemara, marine tourism, turtle conservation, mangrove ecotourism); cultural tourism attraction (cultural custom, Telek dance); and special tourist attraction (culinary, souvenirs craft shells). The tourist attraction above is a big capital in tourism development in the Serangan village.

In the development of Serangan village into a tourist village or a tourist destination has some weaknesses which need to be minimized in the future, among others:

1. People's awareness is still lacking in the conservation of nature and hygiene, especially in the disposal of household waste;



2. Society education in tourism in the field of tourism needs to be improved so they have sufficient insight in managing tourism business in Serangan village;
3. Community's motivation to open tourism business is low. Therefore, community needs to be given sufficient knowledge for it to be able to grow courage in opening tourism business in the village in accordance with the hobby and talent.

For tourism development opportunities in Serangan village are very wide to open. Potential opportunities have to be immediately usefull and worked on to support the tourism development in the future. The opportunities in question include:

1. The location of Serangan village is very strategic. It is located between the golden triangle: Sanur, Kuta, and Nusa Dua which are famous in the world, making it easier to recognize of Serangan tourist village to tourists both domestic tourists and foreign tourists through creating an attractive tourist icon;
2. High local interest to support tourism development needs to be empowered so they are more interested to work in the tourism sector.

The challenges/threats are needed to be anticipated early to minimize the negative impacts. The challenges faced in the tourism development in Serangan tourist village are:

1. The management of the tourist village is still conventional, therefore it should be anticipated by providing training/tourism education to the local community so that they can be better prepared in the face of increasingly competitive competit¹⁴ in the future because many competitors have developed a similar tourism. Oka, et al (2017) stated that the educations of local community in Serangan village need to be increased to anticipate the competitive competition in the future.
2. The role of government is expected in providing direction to determine the tourism development policy in accordance with the potential and culture of local communities.

The SWOT analysis is highly situational, meaning that the current result of analysis will not be exactly the same as the result of analysis in the future. It is necessary for the government, the tourism business, and community to pay attention to the SWOT components in order to be able to develop tourism in Serangan village. The strengths that the Serangan village has, should be maintained well. The weaknesses it has, should be overcome and deleted if possible. The opportunities available should be well made use. The threats should be well anticipated, so Serangan village will be more competitive in the future. In this way, the improvement should be made in order to be able to reinforce the community better so that they can give more contribution to the tourism industry and their life in the future. Furthermore, positive image of



tourist attraction in Serangan tourist village by tourists so far must also be maintained so that tourists visit to the village of Serangan always increase. The same thing also happened at Alas Kedaton tourist attraction, where according to foreign tourists seen from the potential of its natural attraction, Alas Kedaton tourist attraction interesting and very interesting reached 84.21% and the domestic tourists stated 92.30% (Oka and Sumawidari 2017).

Based on the analysis of the potentials tourism development in Serangan village above, and the strengths and opportunities may have, the alternatives which can be recommended to support the development of sustainable tourism in Serangan village are as follows.

1. The Strategy of Strengths-Opportunities (S-O)

This strategy is created based on the condition of the tourism potentials owned by Serangan village, using all the strengths which may have to make use of the opportunities available, and can be formulated as follows: (a) empowering all the owned tourism potential optimally, (b) empowering the community in tourism activities.

2. The Strategy of Weakness-Opportunities (W-Q)

This strategy is applied based on the available opportunities made use by overcoming the weaknesses which the Serangan community who would like to participate on tourism development. Based on the weaknesses and opportunities available (W-O) the programs needed can be formulated as follows: (a) increasing the knowledge of Serangan community in tourism, (b) growing community interest to open tourism business.

3. The Strategy of Strengths-Threats (S-T)

This strategy is applied using the strengths which the Serangan community have to be avoided, any threats which may face in the future. The S-T strategy is improving community skills in managing tourist villages. Improving community's skills can be done through integrated learning by involving all stakeholder that related to tourism. This is in line with Oka, et al (2017) research, mentioned that integrated learning can improve the achievement of competency learners.

4. The Strategy of Weaknesses-Threats (W-T)

This strategy is based on defensive activities and is intended to minimize the weaknesses which the Serangan community has, and to avoid any threats, they will probably face. This strategy is increasing community role in tourism village management.

Closing

Based on the description above it can be concluded that the Serangan village has various potentials tourism which is very potential to support tourism development in Serangan village, e.g: Natural attractions (Sakenan Temple, Pura



Dalem Cemara, marine tourism, turtle conservation, ecotourism mangrove); Tourist attractions (cultural traditions, Telek dance is a feature of local community dance); Special tourist attractions (local special culinary, shell craft souvenirs for tourists). The strengths of Serangan village include: potential tourist attraction, accessible to affordable transportation; the community supports the tourism enthusiastically. The weaknesses: community's awareness are still lacking in the preservation of the natural environment and cleanliness, public education in the field of tourism needs to be improved. Opportunities: the location is very strategic, the interest of local community is enthusiastic to support the tourism development, maritime's tourism development is very open in the future. The challenge is: the land of tourism village development is very limited so it needs to be mature planning and has many rivals in the development of similar tourism. Therefore it is suggested to all related stakeholders to synergize in determining the direction of tourism development policy of Serangan tourism village in order to be able to compete competitively with other tourist villages in Bali particularly.

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